## ORDER



Primary AE:

Amy McCreary BLPHI

Original Date / Rev: 08/30/12 / 10/09/12 **GENERAL** 

09/03/12 - 09/16/12

106114

06848583

2643

JOE HECK 4 CONGRESS

Sales Office: Sales Region:

Billing Type:

National

Agency

Orders

Name:

Order / Rev:

Alt Order #:

Estimate:

Flight Dates:

Order Type:

**Buying Contact:** 

Billing Contact:

Product Desc:

Strategic Media Placement, Inc.

Billing Calendar:

Cash Broadcast

7669 Stagers Loop

Billing Cycle:

EOM/EOC

Delaware, OH 43015

Agency Commission:

15%

Advertiser

Name:

Priority:

Heck, Joe for Congress

A35+

Demographic: Product Codes:

PLC02

SELECT PRIORITY CODE

New Business Thru:

Order Separation:

Advertiser External ID:

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

Agency External ID:

Bill Plan

Start Date	End Date	#
08/27/12	09/16/12	

# Spots Gross Amount Net Amount 46 \$27,600.00 \$23,460.00 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$27,600.00	\$23,460.00	0.00
Totals	46	\$27,600.00	\$23,460,00	0.00

00:05:00

## **Account Executives**

Account Executive	count Executive Sales Office Sales Region		Start Date / End Date	Order %
Arny McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSNV	30%	\$27,600.00		
Market	100%	\$92,000.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	33%	\$30,360.00		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	31%	\$28,520.00		
KTUD	1%	\$920.00		
KVVU	2%	\$1,840.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	3%	\$2,760.00		

Ln Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/03/12	09/04/12	M-F 6-7a WakeU	w/Wa@M	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
			M-F 6-7a WakeU	p w/Wagners								
NEWS												
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0	03/12	09/09/12	MT	2	\$700.00	0.00						

Print Date: 10/10/12 08:02:06

KSNV

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Order / Rev:

106114

Advertiser:

Heck, Joe for Congress

Alt Order #: Flight Dates: 06848583

09/03/12 - 09/16/12

Product Desc:

JOE HECK 4 CONGRESS

Estimate:

2643

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 1₋n 09/03/12 09/04/12 M-F 6-7a WakeUp w/Wa@M MT-:30 \$700,001 0.00 NM \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$700.00 0.00 E 2 KSNV 09/07/12 09/07/12 M-F 6-7a WakeUp w/WaQM ---F--:30 \$450.002 0.00 NM \$450.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---E--\$450.00 0.00 09/10/12 09/14/12 M-F 6-7a WakeUp w/WaQM 6-7a M-WTF--:30 \$450.002 0.00 NM \$1,350.00 KSNV 3 M-F 6-7a WakeUp w/Wagners **NEWS** End Date Start Date **Weekdays** Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12 M-WTF--\$450.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Rate Rtg Type Length 4 KSNV 09/10/12-09/16/12 M-F 6-7a WakeUp w/Wagner6-7a M-WThF----:30 (\$450.00) 0.00 NM Credited [credit - mg on est 2797] E 4 KSNV 09/06/12 09/07/12 Today Show CM 658a-9am ---TF--:30 2 \$550.002 0.00 NM 2 \$1,100.00 **Today Show TODAY SHOW** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF--\$550.00 0.00 E 5 KSNV 09/10/12 09/14/12 **Today Show** CM 658a-9am M-WTF--:30 \$550,002 0.00 NM \$2,200.00 **Today Show TODAY SHOW** Start Date **End Date** Spots/Week Rate Rating Weekdays 1 4 1 Week: 09/10/12 09/16/12 M-WTF--\$550.00 0.00 E 6 KSNV 09/03/12 09/05/12 M-F Early News CM 5-630p M-----:30 1 \$1,000.001 0.00 NM \$1,000.00 M-F Early News (5:00 PM-5:30 PM) **NEWS** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$1,000.00 0.00 KSNV 09/06/12 09/07/12 M-F Early News CM 5-630p :30 \$725.002 0.00 NM \$1,450.00 ---TF-~ M-F Early News **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/03/12 09/09/12 ---TF--\$725.00 0.00 KSNV 09/10/12 09/14/12 СМ 5-630p :30 \$725.002 0.00 NM M-F Early News M-WTF--\$2,900.00 M-F Early News **NEWS** Start Date Spots/Week Rating End Date **Weekdays** Rate 09/16/12 M-WTF--Week: 09/10/12 \$725.00 0.00 M-F Wheel KSNV 09/07/12 09/07/12 :30 \$725,002 0.00 NM CM 7-730pm ---F--1 \$725,00 M-F Wheel of Fortune WHEEL Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 09/03/12 09/09/12 \$725.00 0.00 E10 KSNV 09/10/12 09/14/12 M-F Wheel CM 7-730pm M-W-F--:30 \$725.002 0.00 NM 3 3 \$2,175.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating 09/16/12 M-W-F-Week: 09/10/12 \$725,00 0.00 E11 KSNV 09/03/12 09/05/12 FacetoFace/Ralston Rep@M 730-758pm M-W----:30 2 \$800.002 0.00 NM \$800.00 Face to Face w/ J.Ralston FACE TO FACE End Date Start Date Weekdays Spots/Week Rate Rating M----Week: 09/03/12 09/09/12 \$800.00 0,00 E12 KSNV 09/06/12 09/07/12 FacetoFace/Ralston Rep@M 730-758pm ---TF--:30 2 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston

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Order / Rev:

106114

Start

FACE TO FACE Start Date

FACE TO FACE

Start Date

Start Date

Start Date

E 16 KSNV 09/08/12 09/15/12

E 14 KSNV 09/07/12 09/07/12

E 15 KSNV 09/10/12 09/14/12

Week: 09/03/12

Week; 09/10/12

Week: 09/03/12

**NEWS** 

**NEWS** 

Week: 09/10/12

SAT TODAY

Advertiser:

Alt Order #:

06848583

Spots/Week

Spots/Week

Spots/Week

CM

Spots/Week

СМ

Inventory Code

Face to Face w/ J.Ralston

M-F News 3 at Eleven CM

M-F News 3 at Eleven

M-F News 3 at Eleven

M-F News 3 at Eleven

Weekdays

Weekdays

Weekdays

Weekdays

Saturday Today

Saturday Today

M-WTF--

----F--

M-WTE--

---F--

Flight Dates:

Ln Ch

09/03/12 - 09/16/12

Fnd

End Date

09/09/12

**End Date** 

09/16/12

End Date

09/09/12

**End Date** 

09/16/12

E 13 KSNV 09/10/12 09/14/12 FacetoFace/Raiston Ren@M

Estimate:

Heck, Joe for Congress JOE HECK 4 CONGRESS KSNV Product Desc: 2643 Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Rate Rating \$400.00 0.00 730-758pm M-WTF--:30 \$400.002 0.00 NM \$1,600.00 Rate Rating \$400.00 0.00 11pm-1135pm ----F--:30 \$750.002 0.00 NM \$750.00 Rate Rating \$750.00 0.00 11pm-1135pm M-WTF--:30 \$750.002 MN 00.0 \$3,000.00 Rating Rate \$750.00 0.00 7a-9am :30 \$225.003 -----0.00 NM 2 \$450.00 Rate Rating 0.00

Spots/Week Start Date End Date Weekdays Week: 09/03/12 09/09/12 ----S-\$225.00 ----s-09/16/12 Week: 09/10/12 \$225.00 0.00

E 17 KSNV 09/09/12 09/16/12 Sunday Today CM 7a-8am ----S :30 \$200.003 0.00 NM \$200.00 Sunday Today

SUN TODAY

Start Date End Date Weekdays 1 4 1 Spots/Week Rating <u>Rate</u> Week: 09/03/12 09/09/12 ----S \$200.00 0.0009/16/12 ----S Week: 09/10/12 \$200.00 0.00

Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 KSNV 09/10/12-09/16/12 Sunday Today 7a-8am :30 (\$200.00) 0.00 NM Credited

[credit - mg on est 2797]

E 18 KSNV 09/08/12 09/15/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$225.003 0.00 NM Sa-Su Early News **NEWS** 

End Date Spots/Week Start Date Weekdays Rate Rating Week: 09/03/12 09/09/12 ----S-\$225,00 0.00 ----5-Week: 09/10/12 09/16/12 \$225.00 0.00

E 19 KSNV 09/08/12 09/16/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$750.002 0.00 NM Sa-Su News 3 at Eleven

**NEWS** 

Start Date **End Date** Weekdays Spots/Week Rating Rate ----ss Week: 09/03/12 09/09/12 2 \$750.00 0.00 ----SS Week; 09/10/12 09/16/12 \$750.00 0.00

News 3 Live in Prime N 20 KSNV 09/05/12 09/05/12 :30 1 \$1,000.001 CM 7-10pm 0.00 NM \$1,000.00 --14/----News 3 in Prime

**NEWS** 

Spots/Week Weekdays Rating Start Date End Date <u>Rate</u> --W----09/09/12 Week: 09/03/12 \$1,000.00 0.00

N21 KSNV 09/05/12 09/05/12 RALSTON in PRIME :30 \$800.002 CM 8-11pm --W----0.00 NM \$800.00 Face to Face in PRIME

FACE TO FACE

Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ------\$800.00 0.00 \$450.00

\$3,000.00